

CURRICULUM VITAE

Noon M. F. Abdulqadir

PERSONAL INFORMATION

Publishing name: M. F. Abdulqadir Noon
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MISSION STATEMENT

In my research, I combine theoretically grounded conceptual frameworks with state-of-the-art computational methods and rigorous experimental designs. Together, these approaches allow me to examine how communication reveals the hidden obstacles experienced by marginalized social groups. My work thus far has uncovered how *implicit biases* and *stereotypes* hinder inclusive prosperity, specifically in *hiring and employment contexts*.

As a junior lecturer, I tackled teaching both theoretical and methodological topics, and, in all instances, my approach rested on helping students see research as a skill that can help them reflect on our world more thoughtfully. Through this approach, I was able to inspire curiosity and self-efficacy in my students, allowing them to discover their own path.

EMPLOYMENT

Sept 2020 - Aug 2025	PhD Researcher in Communication, Organizations and Society (COS) University of Amsterdam, Amsterdam School of Communication Research, the Netherlands Dissertation: Hiring in the digital society: Content and consequences of gender and age stereotypes in job advertisements (approved by supervisors and department, currently under review by the reading committee) Promoters: prof.dr. Martine van Selm, prof.dr. Rens Vliegenthart; Co-promoters: dr. Anne C. Kroon, dr. Margot J. van der Goot
May 2019 - Jan 2020	Research intern in political communication University of Amsterdam, Amsterdam School of Communication Research, the Netherlands Supervisors: dr. Mark Boukes, prof.dr. Theo Araujo

EDUCATION

- Feb 2018 - Jan 2020 **M.Sc. Communication Science** academic research masters: cum laude
University of Amsterdam, the Netherlands
Thesis: Shame and guilt in climate change news: The effects of shame and guilt in climate change news on pro-environmental behavior intention and the role of framing, self-efficacy and response-efficacy
Supervisor: dr. Andreas R.T. Schuck
- Sept 2013 - Jan 2017 **B.A. Mass Communication (Hons)** specialized in journalism: cum laude
SEGi University & Plymouth Marjon University, Malaysia
Thesis: 1MDB: A quantitative content analysis of prominence and framing of 1MDB in “The Star” Malaysian daily newspaper
Supervisor: dr. Wan Puspa Melati
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TEACHING

- Apr 2022 - May 2022 **Computational Communication Science 2 (B.A. course)**
University of Amsterdam, the Netherlands
Role: Tutorial lecturer for 1 group of 25 students (1 academic block)
Responsibilities: Course design assistance, rubric design assistance, assignment grading, office hours for questions
- Feb 2022 - Mar 2022 **Domain Module Corporate Communication (B.A. course)**
University of Amsterdam, the Netherlands
Role: Tutorial lecturer for 2 groups of 25 students (1 academic block)
Responsibilities: Assignment and exam grading, office hours for questions, creating literature search guide for students
- Sept 2021 - Nov 2021 **Methods of Communication Research and Statistics (B.A. course)**
University of Amsterdam, the Netherlands
Role: Tutorial lecturer for 2 groups of 25 students (2 academic blocks)
Responsibilities: Assignment grading, office hours for questions
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PUBLICATIONS & PRESENTATIONS

- Noon, M. F. A., Kroon, A. C., van der Goot, M. J., Vliegthart, R., & van Selin, M. (2024). Bias in candidate sourcing communication: Investigating stereotypical gender- and age-related frames in online job advertisements at the sectoral level. *Public Relations Review*, 50(3), 102456. ScienceDirect. <https://doi.org/10/gtw8xx>
- Boukes, M., Chu, X., Noon, M. F. A., Liu, R., Araujo, T., & Kroon, A. C. (2021). Comparing user-content interactivity and audience diversity across news and satire: Differences in online

engagement between satire, regular news and partisan news. *Journal of Information Technology & Politics*, 19(1), 98–117. <https://doi.org/10.1080/19331681.2021.1927928>

Manuscripts in preparation:

To be submitted to European Journal of Communication as:

Noon, M. F. A., Kroon, A. C., van der Goot, M. J., Vliegthart, R., & van Selin, M. (2025). Bias in automated job advertisement delivery: The effect of stereotypical gender and age framing across European countries.

Under review at information, communication & society (ICS) as:

Noon, M. F. A., van der Meer, T. G. L. A., Kroon, A. C., & Vliegthart, R. (2024). Bias in AI-aided candidate selection: Investigating the influence of AI recommendations and gender stereotypical frames on candidate selection and hiring decision-making.

Conference presentations:

Noon, M. F. A., Kroon, A. C., van der Goot, M. J., Vliegthart, R., & van Selin, M. (2022, May 26-30). *Bias in candidate sourcing communication: Investigating stereotypical gender- and age-related frames in online job advertisements at the sectoral level* [Extended abstract presentation]. 72nd International Communication Association (ICA), Paris, France.

Noon, M. F. A., & Schuck, A. R. (2022, May 26-30). *Shame and guilt in climate change news: The effects of shame and guilt in climate change news on pro-environmental behavior intention and the role of framing, self-efficacy, and response-efficacy* [Paper presentation]. 72nd International Communication Association (ICA), Paris, France.

Noon, M. F. A., & Schuck, A. R. (2021, September 06-09). *Feeling guilty or ashamed? Disentangling the distinct role of two self-conscious emotions in climate change communication and their effects on pro-environmental behavior* [Paper presentation]. 8th European Communication Conference (ECC), Braga, Portugal.

Noon, M. F. A., Kroon, A. C., van der Goot, M. J., Vliegthart, R., & van Selin, M. (2022, May 27-31). *Bias in candidate sourcing communication: Investigating stereotypical gender- and age-related frames in online job advertisements at the sectoral level* [Extended abstract presentation]. 71st International Communication Association (ICA), Denver, USA.

General presentations:

Noon, M. F. A., Kroon, A. C., van der Goot, M. J., Vliegthart, R., & van Selin, M. (2020, Oct 10). *Bias in candidate sourcing communication: Investigating stereotypical gender- and age-related frames in online job advertisements at the sectoral level* [Paper presentation]. Minor - Communication in the Digital Society kick-off, Amsterdam, the Netherlands.

Noon, M. F. A., Kroon, A. C., van der Goot, M. J., Vliegthart, R., & van Selin, M. (2020, Sept 07). *Automating equity? Investigating the role of algorithm bias in online employer communication* [Project presentation]. Digital Society Initiative kick-off, Amsterdam, the Netherlands.

National Computer Facilities (small NWO grant) for computational projects

SERVICE IN ACADEMIA

PhD representative for Netherlands-Flanders Communication Association (NeFCA) (2021)

Peer reviewer for the journals: Minds and Machines; Social Science Computer Review; Journal of Interactive Advertising

Digital Communication Methods Lab (Digicomlab) member at the University of Amsterdam, Amsterdam School of Communication Research, the Netherlands

PhD Club member and discussant at the University of Amsterdam, Amsterdam School of Communication Research, the Netherlands

SKILLS

Python

Level: Advanced

Data science and machine learning: Natural language processing (NLP), traditional and transformer-based multimodal classification, traditional and transformer-based topic modeling, statistical modeling, network analysis; Digital data collection: API-based collection, online data scraping; Web application frameworks: FastAPI, Django, Flask

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Level: Intermediate

Data analysis: Statistical modeling, data cleaning and preparation; Data visualization: Statistical data visualization and visual story-telling; Dashboards and websites: Shiny dashboards and markdown-based website design

SQL

Level: Intermediate

Database management and manipulation

Shell scripting

Level: Intermediate

File and server/remote system management

JavaScript, HTML, and CSS

Level: Beginner

Web applications development and design: Dynamic and interactive online experiment design on Qualtrics; Web design: Website design using React

Languages

English

Level: C2

Certificates: Scholastic Aptitude Test (SAT), Test of English as a Foreign Language (TOEFL)

Dutch

Level: A2

Certificates: Instituut voor Nederlands Taalonderwijs en Taaladvies (INTT), Inburgeringsexamen

Arabic

Level: Native language

Urdu

Level: B2

Malaysian sign language (BIM)

Level: A1

 SERVICE OUTSIDE ACADEMIA

Nov 2021	Renovation project assistant for Malaysian Youth Organization
Jun 2016 - Feb 2017	Editor-in-chief for SEGi University's "The Scoop" monthly newsletter
Feb 2016 - May 2016	Deputy project director for SEGi University's Y & Beyond communication campaign
Feb 2015 - Feb 2016	Head of journalism department for FOURSEGi Club - SEGi University's Communications Club
May 2015 - Jul 2015	Project director for SEGi University's World Press Freedom Day forum
Jul 2014 - Aug 2014	Volunteer and designer for Persatuan Dyslexia Malaysia Social Media Awareness Campaign

 REFERENCES**dr. Margot van der Goot**

Contact: m.j.vandergoot@uva.nl

dr. Anne Kroon

Contact: a.c.kroon@uva.nl

prof.dr. Rens Vliegenthart

Contact: rens.vliegenthart@wur.nl

prof.dr. Martine van Selm

Contact: vanselm@eshcc.eur.nl